

## **Workforce Development Professional Credential-Competencies**

### *History & Structure of the Workforce Development System*

- Understand the history and structure of the nation's multiple workforce development programs and how this impacts the current system
- Relate public workforce development policy, initiatives, and funding sources with the current system
- Interpret current laws and structure to deliver appropriate services
- Understand how their own work impacts the system's goals

### *Career Development Process*

- Understand the process by which individuals
  - 1) Define their career goals
  - 2) Prepare for, search for, and retain employment
  - 3) Build skills, advance, and change employment
- Identify information and where it can be found, including information on assessments and other information that individuals need in order to make realistic career decisions
- Know what skills are needed to search for, obtain, retain, and change employment

### *Workforce Information*

- Understand available labor market and workforce information and how to use such information
- Access, analyze, and use local, state, and national electronic and non-electronic LMI delivery systems

### *Diversity*

- Understand the special employment needs of diverse groups
- Adapt materials and services to address these needs

### *Customer Service*

- Understand who the principal customers of the workforce development system are
- Identify customer needs and expectations and what constitutes positive customer satisfaction
- Place appropriate emphasis on "excellence" and "speed of response" in work performance

### *Program Management*

- Understand how programs are designed to use appropriate service strategies to meet program goals
- Understand how budgets are developed and costs are tracked for individual programs
- Use indicators and established instruments to document program performance and outcomes

### *Communication*

- Have good writing skills, including a good memo
- Have good listening and speaking skills with individuals or large groups, in order to teach, inform, or persuade

### *Technology*

- Understand basic computer technology used in workforce development
- Demonstrate proficiency or understanding of various computer software applications and the Internet

### *Collaboration & Problem Solving*

- Understand the basic principles of teamwork
- Deal with customers, colleagues, agencies, and partner associates in a positive, professional manner
- Know about the range of services in the community
- Develop and maintain relationships with partners to deliver a comprehensive array of services to customers

### *Business & Employer Knowledge*

- Understand business and employer needs, how the private economy works, the concepts of Profit and Loss, Return on Investment (ROI), recruitment and retention of workers, and the role of workforce development in economic development

## **Business & Employer Services Credential-Competencies**

### *Business Communications*

- Know the language spoken by businesses, employers, and industries and serve as a communication link between businesses and their needs and the workforce development system and its services
- Identify workforce solutions from a business perspective

### *Development of Business Relationships*

- Know how to recruit employers of all sizes, build long-term relationships, and maintain contact with them to meet emerging and changing needs.
- Understand how to research target markets and perform marketing activities.
- Make presentations to individual businesses or large groups, in order to teach, inform, or persuade.

### *Knowledge of Economic Development*

- Understand the three functions of economic development – retaining businesses, growing businesses, and attracting businesses – and how workforce development can support these functions
- Understand the connection between economic development and workforce development

### *Job/ Career Development Skills*

- Understand the training needs of both the employer and the job seeker, including those for initial positions and those for career ladder opportunities.
- Understand the skills of the area's labor pool and know whether the employer will be able to find the skilled workers needed
- Manage employer training and placements
- Conduct client screening and referrals

### *Human Resources Services*

- Help businesses improve their competitiveness and profitability:
  - 1) Show businesses how to effectively hire, train, re-train, and retain workers
  - 2) Provide expertise the businesses do not have, such as training
  - 3) Link businesses to resources available in the community, such as business incentives, support for companies that are downsizing, and other available resources

### *Information Services*

- Help businesses acquire information that supports their core functions such as:
  - 1) Existing and customized labor market information
  - 2) Information on local labor laws
  - 3) Linkages to information solving specific workplace problems

### *Customized Services*

- Be able to customize services to meet the different core issues and needs of different sectors of the economy – hospitality vs. information technology, for instance – instead of adopting a “one-size-fits-all” approach.